

Message Text

UNCLASSIFIED

PAGE 01 PRAGUE 02812 01 OF 02 141145Z

11

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 AGR-20 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 /069 W
----- 000502

P R 131532Z DEC 73

FM AMEMBASSY PRAGUE

TO SECSTATE WASHDC PRIORITY 5513

INFO AMEMBASSY MOSCOW PRIORITY

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY LONDON

UNCLAS SECTION 01 OF 02 PRAGUE 2812

DEPT. PASS COMMERCE/BEWT/TPD (RICE) AND BIC/OIM (ALE)
MOSCOW PLEASE PASS MISSION DIRECTOR STECHSCHULTE
VIENNA FOR USEWTC
LONDON FOR FBIS

E.O. 11652: N/A

TAGS: BEXP, EAGR, CZ

SUBJ: AGRICULTURAL AND IRRIGATION EQUIPMENT (AIE) TRADE MISSION

REF: A) PRAGUE 2764; B) SOFIA 1667

1. SUMMARY: WITH CLOSE COOPERATION OF CZECHOSLOVAK
CHAMBER OF COMMERCE, EMBASSY WAS ABLE TO BRING AIE MISSION MEMBERS
INTO CONTACT WITH LARGE NUMBER OF KEY CZECH AND SLOVAK AGRICULTURAL
AND WATER CONSERVATION OFFICIALS. AT LEAST FIVE FIRMS DISCOVERED
SOLIDCOMMERCIAL PROSPECTS WHICH COULD BE REALIZED OVER NEXT TWO YEARS

;

ONLY TWO FIRMS FOUND NO PROSPECTS AT ALL. SMALL DELEGATION OF
MISSION MEMBERS MET WITH DEPUTY MINISTER HUCKO OF FEDERAL
MINISTRY OF AGRICULTURE AND FOOD IN USEFUL 90- MINUTE INTERVIEW.
MEDIA COVERAGE LIGHT, BUT PAR FOR COURSE. PROBLEMS CAUSED
BY NEARLY HORIZONTAL COMPOSITION OF MISSION OVERCOME BY CLOSE
COORDINATION WITH CHAMBER OF COMMERCE AND LOCAL PUBLICITY
AGENCY. EMBASY EXPECTS TANGIBLE TRADE WILL RESULT FROM MISSION

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PRAGUE 02812 01 OF 02 141145Z

DURING COURSE OF NEXT TWO YEARS. END SUMMARY.

2. MISSION SCHEDULE AND ITINERARY:

OPENING MEETING AT CHAMBER OF COMMERCE ON DECEMBER 6 WAS SUCCESSFUL VEHICLE FOR INTRODUCING MISSION MEMBERS TO 62 RPT 62 KEY OFFICIALS EITHER IN OR CONNECTED WITH CZECHOSLOVAK AGRICULTURAL AND WATER CONSERVATION INDUSTRIES. INITIAL CONTACTS AT THIS MEETING EVOLVED IN SEVERAL CASES INTO USEFUL DISCUSSIONS STRETCHING OVER TWO WORKING DAYS IN PRAGUE AND, ALONG WITH INDIVIDUAL MEETINGS SCHEDULED SEPARATELY, PROVIDED A GENERALLY FULL SCHEDULE FOR EACH MISSION MEMBER. THE MISSION SPENT FULL DAY (DECEMBER 10) IN BRATISLAVA AS GUESTS OF SLOVAK BRANCH OF CS CHAMBER OF COMMERCE MEETING WITH REPRESENTATIVES OF SEVERAL SLOVAK ENTERPRISES AND REGIONAL GOVERNMENT OFFICES. ALTHOUGH NO PLANT OR STATE FARM VISITS WERE ORIGINALLY PLANNED, A FEW MISSION MEMBERS WERE ABLE TO VISIT CERTAIN FACILITIES AS RESULT OF INVITATIONS MADE ON SPOT BY THEIR HOSTS. VISITS INCLUDED POULTRY AND SWINE FARMS, AS WELL AS LAND UNDER EXPERIMENTAL IRRIGATION SCHEMES. RECEPTION AT AMBASSADOR'S RESIDENCE ON DECEMBER 6 ATTENDED BY NINETY PEOPLE, INCLUDING NEARLY SEVENTY CZECHOSLOVAK OFFICIALS.

3. MISSION RESULTS:

IN GENERAL, MISSION MEMBERS EXPRESSED OPTIMISM OVER LONG-TERM COMMERCIAL PROSPECTS IN CZECHOSLOVAKIA AND FOUND GOOD DEAL OF INTEREST IN PRODUCTS THEY REPRESENTED. SPECIFICALLY, FLOWAY PUMPS WAS ENCOURAGED OVER POSSIBILITY FOR JOINT ARRANGEMENT WITH INTERSIGMA, FOREIGN TRADE REPRESENTATIVE OF SIGMA NATIONAL ENTERPRISE, SOLE PRODUCER OF PUMPS AND RELATED IRRIGATION EQUIPMENT IN CZECHOSLOVAKIA, UNDER WHICH FLOWAY AND INTERSIGMS (SIGMA) WILL PRODUCE PUMP PARTS FOR SALE IN EACH OTHER'S COUNTRY. CHICKMASTER

INCUBATOR OPTIMISTIC THAT NEXT TWO YEARS WILL SEE EQUIPMENT SALES HERE, AND OLIN CHEMICAL REPRESENTATIVE SECURED CZECHOSLOVAK AGREEMENT TO TEST FIRM'S SEED PROTECTION CHEMICALS FOR TWO-YEAR PERIOD, INITIALLY IN NEW SOY-BEAN GROWING PROJECT ON WHICH CZECHS ARE ABOUT TO EMBARK. AGRICULTURAL RESEARCH AND DEVELOPMENT RECEIVED REQUEST FOR PRICE QUOTATION ON SWINE CONFINEMENT EQUIPMENT FOR ONE SWINE BARN AND FOUND HIGH INTEREST BOTH IN CZECH LANDS AND IN SLOVAKIA FOR PURCHASE OF SWINE CONFINEMENT KNOW-HOW. OPPENHEIMER INTERCONTINENTAL PLANS TO SHIP TWO PLANTING MACHINES FOR LOCAL TESTING IN SPRING. UNIVERSAL OIL PRODUCTS FOUND NO MARKET IN UNCLASSIFIED

UNCLASSIFIED

PAGE 03 PRAGUE 02812 01 OF 02 141145Z

CZECHOSLOVAKIA FOR ITS WATER WELL SCREENS; HOWEVER, DID NOT RULE OUT FUTURE POSSIBILITIES BASED ON ADVANCES IN CZECHOSLOVAK IRRIGATION TECHNIQUES. ONLY MORIDGE AND INGERSOLL DIVISION OF BORG-WARNER FOUND NO MARKET FOR THEIR PRODUCTS HERE; FORMER BECAUSE CZECHS APPARENTLY REQUIRE LARGER GRAIN DRYING EQUIPMENT THAN MORIDGE HAS TO OFFER; AND LATTER BECAUSE CZECHS DO NOT USE DISC BLADES SUCH AS THOSE INGERSOLL MANUFACTURES. (BUREAU OF ELLICOTT MACHINERY JOINED MISSION DECEMBER 8, TOO LATE TO RESCHEDULE MEETINGS SET

FOR HIM IN PRAGUE DECEMBER 10 WITH OFFICIALS OF CZECH MINISTRY OF FOREST AND WATER ECONOMY. THUS HE DID NOT TRAVEL TO BRATISLAVA WITH MISSION AS REQUESTED IN USDOC 19026. WE HAVE AGREED, HOWEVER, TO PROVIDE NAMES AND ADDRESSES OF PROPER OFFICIALS RESPONSIBLE FOR BRATISLAVA HARBOR PROJECT DISCUSSED IN PRAGUE 2756, TO ELLICOTT FOR FOLLOW-UP.)

4. PROTOCOL:

PROTOCOL THROUGHOUT VISIT WAS HELD TO MINIMUM. HOWEVER, MISSION DIRECTOR AND TWO MISSION MEMBERS PAID CALL DECEMBER 7 ON DEPUTY MINISTER HUCKO OF FEDERAL MINISTRY OF AGRICULTURE AND FOOD WHO, DURING 90- MINUTE MEETING GAVE HIS VISITORS BROAD OVERVIEW OF AGRICULTURE IN CZECHOSLOVAKIA. AMONG OTHER THINGS, HUCKO CONFIRMED

UNCLASSIFIED

NNN

UNCLASSIFIED POSS DUPE

PAGE 01 PRAGUE 02812 02 OF 02 132221Z

63

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 AGR-20 CIAE-00 INR-10

NSAE-00 RSC-01 DRC-01 PA-04 PRS-01 USIA-15 /089 W

----- 125316

P R 131532Z DEC 73

FM AMEMBASSY PRAGUE

TO SECSTATE WASHDC PRIORITY 5514

INFO AMEMBASSY MOSCOW PRIORITY

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY LONDON

UNCLAS SECTION 02 OF 02 PRAGUE 2812

CZECHOSLOVAK PLANS TO PURCHASE 458,000 TONS OF SOY-BEAN OILCAKE IN U.S. DURING 1974, AND CONCURRENT PLANS ALSO TO EMBARK ON PILOT PROGRAM FOR DOMESTIC PRODUCTION OF SOY BEANS. HUCKO ALSO PERSONALLY ARRANGED VISIT TO POULTRY FARM BY DUAL OF CHICKMASTER.

5. PRESS AND MEDIA COVERAGE:

ON NOVEMBER 23, EMBASSY MAILED PRESS RELEASE IN CZECH LANGUAGE DETAILING MISSION'S COMPOSITION, PROGRAM, ARRIVAL BGTES, ETC., TO ALL MAJOR NEWSPAPERS AND EDITORS OF AGRICULTURAL PRESS. RESULTS OF THIS EFFORT WERE MEAGER AND CONSISTED OF SHORT ANNOUNCEMENT ON RADIO ON EVE OF MISSION'S ARRIVAL, AND BRIEF ARTICLES ON INSIDE

PAGE OF "RUDDPJFVO" DECEMBER 7, AND "SVET HOSPODARSTVI" (WORLD ECONOMY) ON DECEMBER 13 WHICH WAS NOTHING MORE THAN EMBASSY PRESS RELEASE IN PAST TENSE SINCE MISSION HAD ALREADY DEPARTED. A PRESS CONFERENCE WITH MISSION MEMBERS ATTENDED BY NINE CZECH MEDIA REPRESENTATIVES OF BOTH GENERAL AND AGRICULTURAL PRESS, INCLUDING T. V. AND RADIO PRAGUE, WAS HELD ON DECEMBER 6. MISSION DIRECTOR GAVE SHORT TAPED RADIO INTERVIEW WHICH WAS TO BE CARRIED ON NORTH AMERICAN BROADCAST IN FOLLOWING DAYS. (FBIS PLEASE REPORT ACTUAL BROADCAST IF MONITORED.)

5. ASSESSMENT:

BASED ON NUMBER OF CZECHOSLOVAK OFFICIALS AND TECHNICIANS WHO RESPONDED TO INVITATIONS TO MISSION ACTIVITIES JW AS HIGH OR HIGHER
UNCLASSIFIED
UNCLASSIFIED

PAGE 02 PRAGUE 02812 02 OF 02 132221Z

THAN OTHER U.S. TRADE MISSIONS HAD ATTRACTED THIS YEAR, MISSION MUST BE COUNTED A SUCCESS AT LEAST AS REGARDS GENERAL EXPOSURE TO AND INITIAL CONTACT WITH WIDE SEGMENT OF DECISION-MAKERS AND END-USERS IN AGRICULTURAL AND WATER CONSERVATION INDUSTRIES IN CZECHOSLOVAKIA. ALTHOUGH NO DIRECT SALES WERE MADE (NONE SHOULD REASONABLY HAVE BEEN EXPECTED ON A FIRST VISIT), INTEREST AROUSED ON BOTH SIDES (PARA 3, ABOVE) SHOULD LEAD TO CONCRETE RESULTS IN FUTURE PROVIDED U.S. FIRMS FOLLOW THROUGH ON INITIAL CONTACTS. UNFORTUNATELY, RANGE AND DIVERSITY OF PRODUCTS REPRESENTED BY THIS AIE MISSION MADE IT VERY NEARLY HOMOGENEOUS IN CHARACTER, AT LEAST AS FAR AS CZECHOSLOVAK FOREIGN TRADE CORPORATIONS AND GOVERNMENT MINISTRIES WERE CONCERNED. IT WAS THUS NOT POSSIBLE FOR THE EMBASSY TO SECURE THE CLOSE COOPERATION OR SPONSORSHIP OF ANY ONE MINISTRY OR FTO, A DEVICE WHICH HAD PROVEN ESSENTIAL IN PAST AS WAY OF SECURING NECESSARY LOCAL INTEREST IN AND SUPPORT FOR U.S. TRADE MISSION WHOSE MEMBERSHIP WAS MORE VERTICALLY DRAWN WITHIN AN INDUSTRY. AS A RESULT, THIS WAS FIRST U.S. TRADE MISSION IN OVER 18 MONTHS WHICH REQUIRED THE EMBASSY TO TURN TO THE CZECHOSLOVAK CHAMBER OF COMMERCE FOR MORE THAN PASSIVE SUPPORT. THE CHAMBER CAME THROUGH HANDSOMELY IN PROVIDING SPACE FOR GENERAL MEETING, NAMES AND ADDRESSES OF CZECHOSLOVAK ENTERPRISES TO INCLUDE ON GUEST LIST, AND MAKING ALL ARRANGEMENTS FOR MISSION'S VISITS TO BRATISLAVA. PROFORMA MEDIA COVERAGE RECEIVED BY MISSION WAS ABOUT PAR FOR COURSE AND NOT MARKEDLY DIFFERENT FROM TREATMENT GIVEN OTHER MISSIONS THIS YEAR. ON OTHER HAND, GIVEN PREDOMINANCE OF U.S. AGRICULTURAL PRODUCTS AMONG TOTAL CZECHOSLOVAK IMPORTS FROM U.S., IT IS SOMEWHAT SURPRISING THAT THIS MISSION DID NOT AROUSE MORE MEDIA INTEREST. IN SUM, HOWEVER, AIE MISSION MEMBERS MADE POSITIVE IMPACT ON THOSE WITH WHOM THEY MET AND WE EXPECT AS A RESULT THAT PROSPECTS FOR TANGIBLE TRADE IN THIS FIELD DURING NEXT TWO YEARS HAVE BEEN MEASURABLY ENHANCED.
SHERER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FARM EQUIPMENT, AGRICULTURAL PRODUCTION, TRADE VISITS
Control Number: n/a
Copy: SINGLE
Draft Date: 13 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973PRAGUE02812
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: PRAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731227/aaaaatio.tel
Line Count: 219
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) PRAGUE 2764; B) SOFIA 1667
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 07 NOV 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07-Nov-2001 by williad>; APPROVED <07-Jan-2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AGRICULTURAL AND IRRIGATION EQUIPMENT (AIE) TRADE MISSION
TAGS: BEXP, EAGR, CZ
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005